

MEDIA KIT

The Newport Daily Express

P.O. Box 347, 178 Hill Street, Newport, VT 05855-0347

CONTACT INFO:

PHONE: (802) 334-6568

FAX: (802) 334-6891

E-MAIL: advertising@newportdailyadv.com

ADVERTISING: Ellen Howell, Chris Johansen,
Jana Graves, Ken Wells (*Advertising Director*)

CLASSIFIED ADVERTISING: Terri Cortes

BILLING: Carol Temple

EDITORIAL DEPT.: Anne Squire

CIRCULATION DEPT.: Sadie Waters

OFFICE HOURS: Monday-Friday 8AM to 5:00PM

ADVERTISING

DEADLINES

Two Days Prior
to Insertion.

CLASSIFIED DEADLINES

For Ads Appearing:

Call Before:

Monday.....12 p.m. Thursday

Tuesday.....12 p.m. Friday

Wednesday.....12 p.m. Monday

Thursday.....12 p.m. Tuesday

Friday.....12 p.m. Wednesday

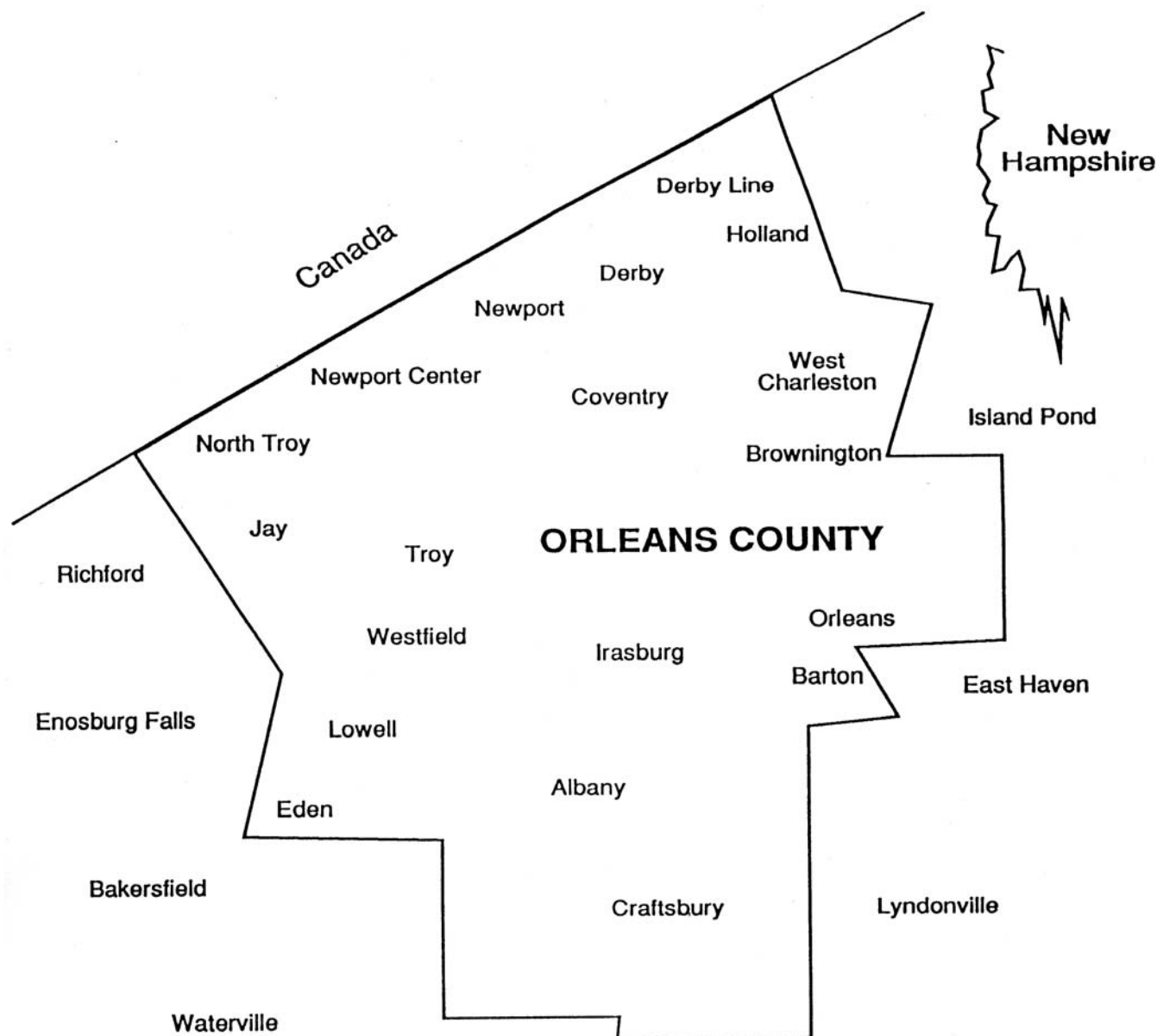


MECHANICAL SPECIFICATIONS

Email: nde@kingcon.com

Electronic files accepted as PDF, or compressed quark files with fonts included in the folder. If you would like us to type the info you can send us the clipart as EPS or JPEG format.

| COLUMN: | WIDTH: |
|----------|----------|
| 1 column | → 1.45" |
| 2 column | → 3" |
| 3 column | → 4.75" |
| 4 column | → 6.25" |
| 5 column | → 8" |
| 6 column | → 9.5" |
| 7 column | → 11.25" |
| 8 column | → 12.75" |



**Our circulation is 4,858 papers daily in
Orleans County, Vermont.**

CONDITIONS

- 1. The publisher reserves the right to accept or reject any advertising.**
- 2. Advertisement must be as many inches deep as columns wide. Those 19 1/2" deep and over will be charged as 21". Double trucks charged as 17 columns.**
- 3. The Newport Daily Express assumes no financial responsibility for typographical errors in advertising or for omission of any advertisement, but will reprint without charge any part of an advertisement in which typographical error occurs affecting its value.**

NEWSPAPER OWNERSHIP:

The Newport Daily Express
WE ARE DAILY.

**HOW MANY ADVERTISERS
TARGET YOUR INSERTS?**

Full Run

DAY'S AVAILABLE

FOR INSERT CIRCULATION?

Monday-Friday

MINIMUM CIRCULATION

REQUIRED FOR INSERTS?

Retail:Daily(4,830 copies)

National:Daily(4,830 copies)

AP AdSEND ADDRESS:

VTNEW

ROP OPEN RATES:

National - \$9.65(daily)

Local Open Retail - \$9.20(daily)

AUDIT TYPE:

Post Office Statement

TOTAL CIRCULATION AVAILABLE?

Monday - Friday 4,838 copies

SHIPPING ADDRESS:

The Newport Daily Express
178 Hill Street
Newport, VT 05855

TERMS:

Agents commission 15%. Cash discount 2%.
Discount date: 15th of month following insertion.

CIRCULATION:

- A.** P.O. Statement.
- B.** Only Daily in Orleans and Essex Counties and Canadian border towns.
- C.** Population - city area 9,995.
- D.** Trade area population - 33,171.

MISCELLANEOUS

- A.** Advertising subject to approval.
- B.** Weekly established in 1863, changed to daily in 1936.
- C.** Newsstand Price 50¢.
- D.** Subscription price \$2.00 per week delivered by mail.
\$2.00 weekly delivered by news carrier.
- E.** Rates on this card apply on general advertising ONLY.
- F.** Ken Wells, Advertising Manager and Publisher.
- G.** Member Associated Press.
- H.** Publisher reserves privilege of revising rates on 60 days written notice. Publisher also gives the advertiser the right to cancel his contract without penalty if the rate revision as made is not acceptable.

NOTICE

As a condition precedent to the placement of any advertising in the Newport Daily Express, Advertiser hereby agrees to protect, indemnify and hold harmless the Newport Daily Express, its officers and employees against any and all liability, loss or expense, including attorneys' fees, arising from claims of unfair trade practices, infringement of trademarks, trade names or patents, violation of rights of privacy and infringements of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement in the Newport Daily Express by advertiser, including advertisements in any free distribution publication published by the Newport Daily Express.

CIRCULATION

Name of Publication: The Newport Daily Express

Account Representative: Ken Wells

Phone: (802) 334-6568

ORLEANS COUNTY

| TOWN NAME: | STATE: | QTY. INSERT | ZIP CODES: |
|-------------------|---------------|--------------------|-------------------|
| Newport | VT | 1,598 | 05855 |
| Orleans | VT | 437 | 05860 |
| Barton Area | VT | 361 | 05822 |
| Irasburg | VT | 122 | 05845 |
| Albany | VT | 44 | 05820 |
| Coventry | VT | 38 | 05825 |
| North Troy Area | VT | 346 | 05859 |
| Newport Center | VT | 227 | 05857 |
| Lowell | VT | 51 | 05847 |
| Westfield | VT | 69 | 05874 |
| Troy | VT | 187 | 05868 |
| Derby | VT | 638 | 05829 |
| Derby Line | VT | 379 | 05830 |
| West Charleston | VT | 69 | 05872 |
| East Charleston | VT | 35 | 05833 |
| Morgan | VT | 39 | 05846 |
| Island Pond | VT | 195 | 05823 |
| Beebe | VT | 31 | 05859 |
| Jay | VT | 12 | |

Total Distribution: 4,878

Day Delivery Required: Monday - Friday

Day of Insertion: Monday-Friday

Pallet Delivery: Yes Skid Pack: Yes

Folding: Flat



Monthly Earned Rate Basis

| | |
|-----------------------|---------------------|
| Open Rate | \$9.45 per col. in. |
| 15-150 in. | \$7.75 per col. in. |
| 151-400 in. | \$7.55 per col. in. |
| 401-700 in. | \$7.50 per col. in. |
| 701 in. or more | \$6.95 per col. in. |
| Non-profit rate | \$6.95 per col. in. |

50% OFF

Run 2 ads with no copy change get 50% off* the second ad.

*Ad must run within 5 business days of original ad.

DEMAND POSITION

If available25%

Advertisers will be billed each month at the lowest rate earned for the calendar month in accordance with the above schedule. Annual contracts are available in each of the above lineage categories at an additional discount of five cents per inch.

Deadline for display and classified advertising is 12:00 noon two publication days prior to publication.



As a condition precedent to the placement of any advertising in the Newport Daily Express, advertiser hereby agrees to protect, indemnify and hold harmless the Newport Daily Express, its officers and employees against any and all liability, loss or expense, including attorney's fees, arising from claims of unfair trade practices, infringement of trademarks, trade names or patents, violation of rights or privacy and infringements of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement in the Newport Daily Express by advertiser, including advertisements in any free distribution publication published by the Newport Daily Express.



COLOR ADVERTISING

| | |
|---|----------|
| Black plus 1 color - Regular rate plus | \$65.00 |
| Black plus 2 colors - Regular rate plus | \$95.00 |
| Black plus 3 colors - Regular rate plus | \$125.00 |

Separations for process color must be furnished by the advertiser.

FRONT PAGE ADVERTISING

| | |
|---------------------|---------|
| 1 Col. 1 inch | \$31.00 |
|---------------------|---------|

PRE-PRINT INSERTIONS

| | |
|-------------------------------|----------|
| Flat Rate Per Insertion | \$255.00 |
|-------------------------------|----------|

BUSINESS CARDS

| | |
|---|---------|
| Daily Insertion, Per Inch, Per Month, Flat Rate | \$49.00 |
|---|---------|

PAID INSERTIONS

| | |
|--|---------|
| Card of Thanks (Maximum 70 words.) | \$15.00 |
| Wedding & Engagement Announcement | \$16.00 |
| Death Notice & Obituary | \$19.00 |
| Posting Notice | \$27.00 |
| In Memoriam | \$18.00 |
| In Memoriam (with picture) | \$22.00 |

LEGAL INSERTIONS

| | |
|---|---------|
| Commissioner's Notice | \$25.00 |
| Probate of Will | \$24.00 |
| Notice to Creditors (per ad - runs twice) | \$26.00 |
| All Other Legal Notices (per inch, three insertions) | \$31.00 |
| or (per inch - one insertion) | \$29.00 |
| All Rates Net. | |

DISPLAY - COMMERCIAL CLASSIFIED LINE RATES

\$1.30 per line, \$1.12 per line second day, \$1.10 per line for three or more insertions. (7 line minimum.)

CLASSIFIED ADVERTISING

35¢ per count word.

**SPECIAL: 5 Days for the price of 4
10 Days for the price of 7
Use of blind box number: \$5.00**